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Availability of Selected **FRUITS and JUICES** *in Retail Food Stores*

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PREFACE

This report summarizes information on availability of fresh citrus fruits and certain canned and frozen juices and ades in retail food stores in the United States during February 1958 and 1959. Availability of fresh citrus fruit is expressed both as percentage of all food stores and of those customarily handling fresh fruits and vegetables stocking the audited product. For frozen juices, availability is expressed both as percentage of all food stores and as percentage of those equipped with freezer cabinets. Information is provided for the first time for February 1959 on the proportion of total dollar sales represented by stores stocking the products and on temperature readings of frozen-juice cabinets in the Nation's food stores.

Preceding reports in this series, issued periodically since October 1948, have presented similar information with the exceptions noted. Because of changes in sample composition and data specifications, however, data contained in this report may be classified differently and may vary slightly from those contained in previous reports. Availability information by city size or population of store location and breakouts for New York, Chicago, and Los Angeles have been discontinued. Stores in these cities are included in the appropriate region for February 1959 and regional data for February 1958 have been revised to reflect this change. Availability data by annual volume of store business were continued in February 1959, but revision in the classification makes February 1958 data comparable only for stores doing an annual volume of \$100,000 to \$300,000.

Data in this report are based on a representative sample of approximately 1,700 retail food stores in the five regions indicated in figure 1. By regions, the sample of stores audited was designed to yield 425 stores in the Northeast including 175 in the New York metropolitan area, 400 in the North Central region including 150 in the Chicago metropolitan area, 250 stores in the South, 250 stores in the Mountain-Southwest, and 375 in the Pacific region including 125 in Los Angeles metropolitan area.

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CONTENTS

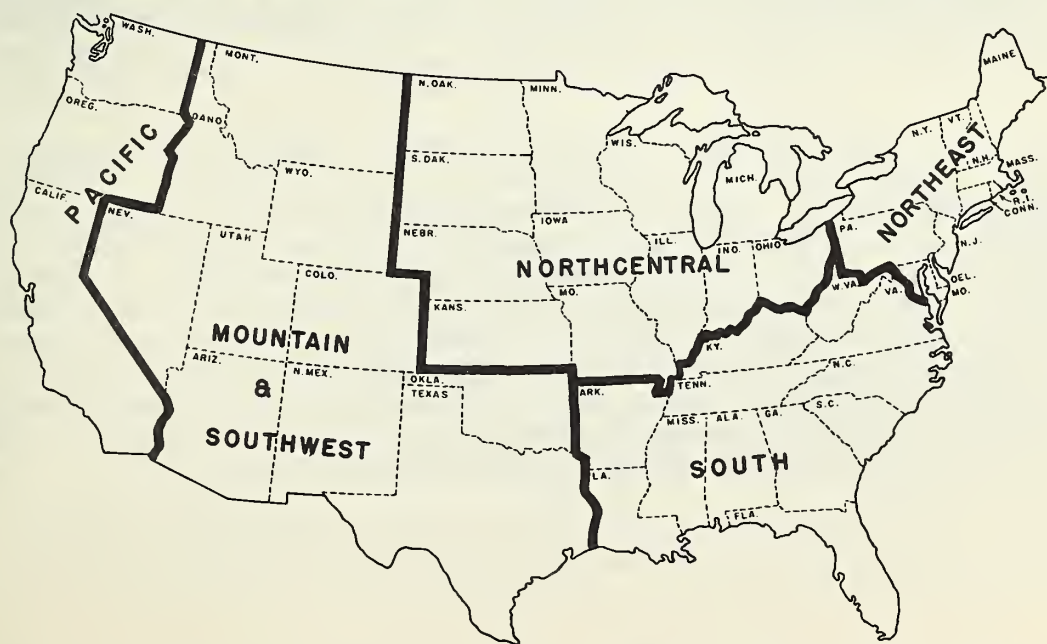
	<u>Page</u>
Summary.....	5
Frozen juices, refrigerated juices and ades.....	5
Canned single-strength juices, ade, drink, and fruit.....	6
Fresh citrus fruit.....	8
Temperature readings of frozen juice cabinets in U. S. retail food stores.....	16

Tables

Percentage of retail food stores having specified products available, February 1958 and February 1959, percentage of annual sales volume represented by stores stocking, February 1959

Table 1.--Fruits and juices.....	9
2.--Frozen concentrated juices.....	10
3.--Frozen and refrigerated single-strength juices.....	10
4.--Concentrated ades.....	11
5.--Concentrated ades.....	11
6.--Canned single-strength juices.....	12
7.--Canned single-strength ade, grapefruit sections, and pineapple-grapefruit drink.....	13
8.--Fresh lemons and tangerines.....	13
9.--Fresh oranges.....	14
10.--Fresh grapefruit.....	15

Figure I.- REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.



FRUITS AND JUICES AVAILABILITY IN RETAIL FOOD STORES

FEBRUARY 1959

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SUMMARY

Expansion of retail distribution of chilled orange juice, as indicated by previous surveys, continued during the year ending February 1959. However, availability of fresh oranges continued the downward trend noted in February 1958.

The availability of fresh grapefruit declined rather sharply from February 1958 to February 1959, reaching the lowest level since February 1952. In contrast, the proportion of stores stocking frozen concentrated grapefruit juice increased somewhat.

The overall availability of the various canned single-strength juices audited changed only slightly from a year earlier, except for lemon juice which showed a moderate increase in availability.

Information was obtained for the first time on the proportion of total grocery sales accounted for by stores stocking each product. This showed that all products received greater exposure to the Nation's food shoppers than was indicated by the simple proportion of stores stocking. For example, frozen concentrated orange juice was stocked by only 75 percent of all retail food stores and 94 percent of those equipped with freezer cabinets. Yet stores stocking this product accounted for 95 percent of total retail grocery sales and 99 percent of the total sales of stores equipped to handle frozen foods.

FROZEN JUICES, REFRIGERATED JUICES AND ADES

Orange concentrate: Frozen concentrated orange juice could be purchased in 75 percent of the Nation's retail food stores during February 1959. The 25 percent not having the product available for their customers were primarily small stores, with less than \$100,000 annual sales volume, or stores without equipment for handling frozen products. Practically all stores with over \$100,000 annual sales and 94 percent of stores with frozen food cabinets stocked frozen concentrated orange juice in February 1959. Stores stocking this product accounted for about 95 percent of total grocery sales and 99 percent of total sales of stores equipped with freezer cabinets.

Opportunities for further expansion of retail availability of frozen concentrated orange juice appear to be limited to the small proportion of stores with freezer cabinets that did not stock the product. Best possibilities for expanding availability appear to be in the South where 88 percent of stores equipped with freezer cabinets stocked the product, and in the Mountain-Southwest region where 91 percent of such stores stocked (table 2).

Grapefruit concentrate: Availability of frozen concentrated grapefruit juice improved from February 1958, but only 35 percent of stores stocked the product in February 1959. Shoppers could buy the juice in 43 percent of stores equipped with freezer cabinets. As frozen concentrated grapefruit juice was more readily available in large stores than in small, it received exposure to household shoppers in stores which accounted for 67 percent of total annual grocery sales. Availability was lowest in the South, where shoppers could buy the product in only 27 percent of the food stores, but in the South the proportion of stores equipped with freezer cabinets that stocked the product compared favorably with other regions (table 2).

Single-strength lemon juice: Little change from February 1958 was found in the proportion of stores stocking frozen single-strength lemon juice. The 16 percent of stores stocking the product in February 1959 is estimated to have accounted for 33 percent of all grocery sales. Frozen single-strength lemon juice was not as available to shoppers in the South as in other regions. Highest levels of availability were found in the Mountain-Southwest and Pacific regions where 23 percent of stores stocked the product in February 1959 (table 3).

Chilled orange juice: Retail store distribution of chilled orange juice continued to expand in February 1959 with 43 percent of all food stores handling the product in comparison with 39 percent during February 1958. Householders could buy chilled orange juice in more than 70 percent of all chain stores and 40 percent of independent food stores. Eighty-one percent of food stores doing over \$1 million annual volume of business stocked the product in February 1959. Stores offering this product in February 1959 represented 66 percent of total grocery sales, with stores in the Pacific accounting for 81 percent of that region's total (table 3).

Lemonade concentrate: Frozen concentrated lemonade was offered by 59 percent of all stores and by 74 percent of stores with freezer cabinets in February 1959--in both instances a slightly larger proportion than in February 1958. Stores offering, represented 84 percent of total grocery sales and 87 percent of sales of stores equipped with freezer cabinets. Opportunity for expanded availability of frozen concentrated lemonade appears to be greatest in stores doing under \$1 million in annual sales volume, as 95 percent of stores larger than this and equipped to handle frozen foods stocked the product in February 1959. Frozen concentrated lemonade was most readily available in the Pacific region where it was stocked in 88 percent of all stores and 91 percent of those having freezer cabinets (table 4).

Orangeade concentrate: Frozen concentrate for orangeade was stocked in 12 percent of all stores and in 15 percent of stores with freezer cabinets in

February 1959, about the same proportions as a year earlier. The product was more readily available to potential buyers in chain food stores than in independents. Sharp improvements were found in availability from a year earlier in both the Mountain-Southwest and Pacific regions, but little change was noted in other regions (table 4).

Limeade concentrate: Frozen concentrate for limeade could be purchased in 24 percent of retail food stores equipped with freezer cabinets in February 1959, a slightly smaller proportion than a year earlier. Consumers patronizing chain food stores would have had about a 50-50 chance of buying this product, but shoppers in independent food stores could have found the product in less than 2 stores in 10. However, shoppers would have found frozen concentrate for limeade in a greater proportion of large than small stores, irrespective of type of management (table 5).

Shelf-pack concentrates: Shelf-pack concentrate for orangeade could be purchased in 23 percent of the Nation's retail food stores during February 1959 compared with 21 percent during February 1958. Regionally, the level of availability was above the U. S. average except in the South where only 1 store in 10 stocked the product (table 5).

Shelf-pack concentrate for lemonade could be purchased in 23 percent of retail food stores during February 1959, the same proportion as a year earlier. Improved availability in chain retail food outlets was offset by slightly lower availability in independent food stores. Food shoppers in the Pacific region were more likely to find shelf-pack concentrate for lemonade in their stores than shoppers in other regions (table 5).

CANNED SINGLE-STRENGTH JUICES, ADE, DRINK, AND FRUIT

The overall availability of the various canned single-strength juices audited changed only slightly from a year earlier except for lemon juice which showed a moderate increase in availability.

Orange juice: Canned orange juice continued to receive high exposure to the Nation's retail food shoppers. During February 1959, it was offered by 93 percent of all retail food stores representing 97 percent of all grocery sales. Shoppers could buy canned orange juice in more than 9 stores in 10 in each of the five geographic regions. Of the smaller food stores (under \$100,000 annual sales volume), 92 percent stocked the product in February 1959 (table 6).

Grapefruit juice: Canned grapefruit juice, although stocked by a slightly smaller proportion of stores than canned orange juice, received more favorable exposure to consumer buying power. The 90 percent of stores stocking canned grapefruit juice accounted for 98 percent of total grocery sales. Although canned grapefruit juice was less readily available in the South than in other regions, the 86 percent of stores that stocked the product accounted for 96 percent of total grocery sales (table 6).

Tomato juice: Of the canned juices audited, tomato juice was more widely available to retail food buyers than any other. It was available to shoppers in stores that accounted for an estimated 99 percent of all grocery sales in February 1959. This almost universal availability held in all regions (table 6).

Prune juice: Shoppers could buy canned prune juice in 83 percent of the Nation's food stores in February 1959. Only shoppers patronizing the smallest stores, those doing under \$100,000 annually, would have difficulty in buying canned prune juice, as from 96 to 100 percent of stores larger than this stocked the product. The proportion of all stores stocking prune juice was lower in the South than in any other region with low availability in small stores. However, prune juice was given customer exposure in stores that did 91 percent of the total grocery business in the region (table 6).

Pineapple juice: Canned pineapple juice could be purchased in 86 percent of stores in February 1959. It was stocked by practically all stores doing over \$100,000 annual volume of business and by 82 percent of stores with lower volume. Lowest availability was found in the South where 76 percent of the stores offered the product, but these stores accounted for 93 percent of the region's grocery sales. Stores stocking pineapple juice represented 97 percent of total grocery sales (table 6).

Lemon juice: Canned single-strength lemon juice was handled by 64 percent of food stores during February 1959 compared with 56 percent a year earlier. Lemon juice in 5-1/2 and 6-ounce containers was stocked by 29 percent of stores while the product was stocked in other container sizes by 52 percent of stores. Overall, stores stocking lemon juice represented 89 percent of total grocery sales (table 6).

Orangeade: Food shoppers could buy canned single-strength orangeade in 34 percent of the Nation's retail food stores in February 1959, the same proportion as a year earlier. It was available, however, in stores that accounted for 61 percent of total grocery sales. The highest level of availability was found in the North Central region (table 7).

Pineapple-grapefruit drink: Canned pineapple-grapefruit drink was stocked by 56 percent of food stores in February 1959. This product, which has become an important beverage only in the last few years, was handled by stores representing 86 percent of total grocery sales. It was most readily available in larger stores, but 86 percent of stores having \$100,000-\$300,000 annual sales, and 44 percent of those with less than \$100,000 annual sales, stocked the product (table 7).

Canned grapefruit sections: No change from a year earlier was found in the proportion of retail food stores stocking canned grapefruit sections. The 64 percent of all stores stocking the product in February 1959 accounted for 91 percent of grocery sales. However, availability of canned grapefruit sections was considerably lower in the South and in the Mountain-Southwest regions than in other regions (table 7).

FRESH CITRUS FRUIT

Lemons: Fresh lemons could be purchased in a slightly reduced proportion of the Nation's food stores in February 1959 than in February 1958. Availability in stores customarily stocking fresh fruit and vegetables, however, was almost unchanged. Stores stocking fresh lemons during February 1959 represented 93 percent of the total sales volume of all retail food stores and 97 percent of the sales of stores customarily handling some fresh fruit and vegetables. Only limited opportunity exists for wider retail distribution of fresh lemons--primarily in small stores. The lowest level of availability was found in the South where 64 percent of all food stores and 86 percent of those normally handling fresh fruit and vegetables stocked lemons. Here, however, because of the high level of availability in large volume stores, lemons could be purchased in stores that accounted for almost 90 percent of the region's total grocery sales (table 8).

Tangerines: Fresh tangerines could be purchased in 25 percent of retail food stores during February 1959, a slightly higher proportion of stores than during February 1958. As the supply of tangerines, normally at a peak in December, had declined appreciably by February, the relatively low level of availability is not surprising. The level of availability of tangerines declined somewhat in the Northeast and was slightly lower in the Pacific, but it was appreciably higher in the other regions than in February 1958 (table 8).

Oranges: Nearly 80 percent of the Nation's retail food stores stocked fresh oranges, and practically all stores normally handling fresh fruit and vegetables had this fruit during February 1959. Florida oranges were stocked by about 50 percent of all stores, with highest availability in the Northeast, North Central, and South. California-Arizona oranges were also handled by about 50 percent of the Nation's stores. California-Arizona oranges were most readily available in the Pacific, but they were stocked by 50 percent or more of stores in all regions except the South where only 12 percent of stores stocked. As a result of their general geographical availability, stores that stocked California-Arizona oranges accounted for 76 percent of total grocery sales in comparison with 65 percent of such sales for stores stocking Florida oranges (table 9).

Grapefruit: Grapefruit identified as originating in Florida could be purchased in 46 percent of retail food stores in February 1959. Fresh grapefruit, irrespective of origin, could be bought in 61 percent of stores. Stores that stocked fresh grapefruit represented an estimated 87 percent of the total grocery sales volume. The proportion of stores stocking grapefruit was lowest in the South. The 44 percent of stores stocking in this region, however, represented 81 percent of the region's total grocery sales. During February 1959, shoppers could have bought grapefruit in 75 percent of the stores normally stocking fresh fruit and vegetables (table 10).

Table 1.--Fruits and juices: Percentage of all retail food stores having specified products available, February 1958 and February 1959, percentage of annual sales volume represented by stores stocking, February 1959

Products	Stores stocking		Sales volume represented
	February 1958	February 1959	February 1959
	Percent	Percent	Percent
Frozen concentrated juices:			
Orange.....	69	75	95
Grapefruit.....	32	35	67
Lemon 1/.....	17	16	33
Chilled juice:			
Orange.....	39	43	66
Frozen concentrate for ades:			
Lemonade.....	55	59	84
Orangeade.....	11	12	31
Limeade.....	20	19	44
Shelf-pack concentrate for ades:			
Orangeade.....	21	23	46
Lemonade.....	23	23	50
Canned single-strength ades:			
Orangeade.....	34	34	61
Canned single-strength juices:			
Orange.....	93	93	97
Grapefruit.....	87	90	98
Lemon.....	56	64	89
Prune.....	81	83	96
Tomato.....	94	96	99
Pineapple.....	2/	86	97
Canned drinks:			
Pineapple-grapefruit.....	2/	56	86
Canned fruit:			
Grapefruit sections.....	64	64	91
Fresh citrus fruits:			
Oranges			
California-Arizona.....	49	50	76
Florida.....	50	49	65
Total 3/.....	85	79	95
Grapefruit			
California-Arizona.....	14	12	21
Florida.....	47	46	67
Total 3/.....	70	61	87
Lemons.....	79	74	93
Tangerines.....	22	25	39

1/ Frozen single strength juice.

2/ Data not available.

3/ Includes fruit unidentified as to origin.

Table 2.--Frozen concentrated juices: Percentage of retail food stores having specified products available, February 1958 and February 1959, and percentage of annual sales volume represented by stores stocking, February 1959, by store classification and location

Store classification and location	Frozen concentrated orange juice						Frozen concentrated grapefruit juice					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	Stores stocking		Sales volume represented	Stores stocking		Sales volume represented	Stores stocking		Sales volume represented	Stores stocking		Sales volume represented
	1958	1959	1959	1958	1959	1959	1958	1959	1959	1958	1959	1959
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
U. S. total.....	69	75	95	91	94	99	32	35	67	41	43	69
Volume of store business annually:												
Under \$100,000.....	1/	66	76	1/	91	94	1/	24	28	1/	33	34
\$100,000-\$299,999.....	93	97	97	94	99	99	54	53	53	54	55	55
\$300,000-\$499,999.....	1/	98	98	1/	99	99	1/	62	62	1/	62	62
\$500,000-\$999,999.....	1/	99	99	1/	100	100	1/	79	79	1/	79	79
\$1,000,000 and over.....	1/	100	100	1/	100	100	1/	88	88	1/	88	88
Type of store management:												
National chains.....	99	100	100	100	100	100	73	71	76	73	71	76
Regional chains 2/.....	99	99	99	100	99	99	67	79	83	68	79	83
Independent groceries.....	67	73	91	90	93	98	29	31	55	38	40	59
Store location by region or city 3/:												
Northeast.....	80	86	97	98	97	99	43	40	73	53	45	75
North Central.....	75	86	97	85	96	99	34	35	60	39	39	61
South.....	47	52	88	86	88	98	16	27	62	29	45	69
Mountain-Southwest.....	74	68	94	93	91	98	35	38	73	43	50	77
Pacific.....	84	92	99	90	95	99	36	42	71	38	43	71

1/ Comparable data not obtained for 1958.

2/ Excludes voluntary chains.

3/ Data for New York City, Chicago, and Los Angeles included in regional totals; February 1958 data revised.

Table 3.--Frozen and refrigerated single-strength juices: Percentage of retail food stores having specified products available, February 1958 and February 1959, and percentage of annual sales volume represented by stores stocking, February 1959, by store classification and location

Store classification and location	Frozen single-strength lemon juice						Chilled orange juice		
	All stores			Stores with freezer cabinets			All stores		
	Stores stocking		Sales volume represented	Stores stocking		Sales volume represented	Stores stocking		Sales volume represented
	1958	1959	1959	1958	1959	1959	1958	1959	1959
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	17	16	33	22	20	34	39	43	66
Volume of store business annually:									
Under \$100,000.....	1/	10	12	1/	14	15	1/	35	39
\$100,000-\$299,999.....	29	26	26	29	27	27	55	57	57
\$300,000-\$499,999.....	1/	26	26	1/	26	26	1/	67	68
\$500,000-\$999,999.....	1/	38	38	1/	39	39	1/	68	68
\$1,000,000 and over.....	1/	47	47	1/	47	47	1/	81	81
Type of store management:									
National chains.....	21	34	36	21	34	36	68	70	70
Regional chains 2/.....	33	37	41	34	37	41	71	75	80
Independent groceries.....	16	14	27	21	18	30	37	40	57
Store location by region or city 3/:									
Northeast.....	21	19	38	26	22	39	52	53	75
North Central.....	16	13	31	18	15	32	37	36	55
South.....	12	11	28	22	18	32	32	36	68
Mountain-Southwest.....	26	23	47	32	31	49	21	37	55
Pacific.....	12	23	23	13	24	23	55	67	81

1/ Comparable data not obtained for 1958.

2/ Excludes voluntary chains.

3/ Data for New York City, Chicago, and Los Angeles included in regional totals; February 1958 data revised.

Table 4.--Concentrated ades: Percentage of retail food stores having specified products available, February 1958 and February 1959 and percentage of annual sales volume represented by stores stocking, February 1959, by store classification and location

Store classification and location	Frozen concentrate for lemonade						Frozen concentrate for orangeade					
	All stores			Stores with freezer cabinets			All stores			Stores with freezer cabinets		
	Stores stocking	Sales volume		Stores stocking	Sales volume		Stores stocking	Sales volume		Stores stocking	Sales volume	
	represented	represented		represented	represented		represented	represented		represented	represented	
	1958	1959	1959	1958	1959	1959	1958	1959	1959	1958	1959	1959
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
U. S. total.....	55	59	84	72	74	87	11	12	31	14	15	32
Volume of store business annually:												
Under \$100,000.....	1/	50	57	1/	68	71	1/	7	8	1/	9	10
\$100,000-\$299,999.....	51	80	80	52	82	82	15	18	18	16	19	18
\$300,000-\$499,999.....	1/	85	86	1/	85	86	1/	24	24	1/	24	24
\$500,000-\$999,999.....	1/	85	85	1/	85	85	1/	44	45	1/	44	45
\$1,000,000 and over.....	1/	95	96	1/	95	96	1/	44	44	1/	44	44
Type of store management:												
National chains.....	91	87	90	92	87	90	22	36	39	22	36	39
Regional chains 2/.....	83	89	92	84	89	92	22	36	42	22	36	42
Independent groceries.....	53	57	77	71	72	82	10	10	23	13	13	25
Store location by region or city 3/:												
Northeast.....	60	64	85	73	73	87	15	14	35	18	16	36
North Central.....	65	69	81	74	77	83	11	12	26	12	14	26
South.....	36	39	72	66	65	81	8	9	23	15	15	25
Mountain-Southwest.....	56	54	88	71	72	93	5	14	42	6	19	44
Pacific.....	76	88	97	82	91	97	5	14	36	6	15	36

1/ Comparable data not obtained for 1958.

2/ Excludes voluntary chains.

3/ Data for New York City, Chicago, and Los Angeles included in regional totals; February 1958 data revised.

Table 5.--Concentrated ades: Percentage of retail food stores having specified products available, February 1958 and February 1959, and percentage of annual sales volume represented by stores stocking, February 1959 by store classification and location

Store classification and location	Frozen concentrate for lineade						Shelf pack concentrate for					
	All stores			Stores with freezer cabinets			Orangeade			Lemonade		
	Stores stocking	Sales volume		Stores stocking	Sales volume		Stores stocking	Sales volume		Stores stocking	Sales volume	
	represented	represented		represented	represented		represented	represented		represented	represented	
	1958	1959	1959	1958	1959	1959	1958	1959	1959	1958	1959	1959
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
U. S. total.....	20	19	44	26	24	46	21	23	46	23	23	50
Volume of store business annually:												
Under \$100,000.....	1/	11	15	1/	15	19	1/	16	18	1/	15	18
\$100,000-\$299,999.....	38	31	31	38	31	31	36	32	32	34	34	35
\$300,000-\$499,999.....	1/	45	45	1/	46	46	1/	43	42	1/	46	47
\$500,000-\$999,999.....	1/	54	54	1/	54	54	1/	57	57	1/	56	57
\$1,000,000 and over.....	1/	60	60	1/	60	60	1/	62	62	1/	69	70
Type of store management:												
National chains.....	37	47	51	37	47	51	59	46	49	56	64	68
Regional chains 2/.....	47	47	52	48	47	52	46	58	60	48	58	63
Independent groceries.....	18	17	37	24	21	40	19	20	37	21	20	38
Store location by region or city 3/:												
Northeast.....	19	15	32	23	17	32	24	27	56	28	22	55
North Central.....	26	23	37	30	26	38	27	27	40	28	34	52
South.....	10	14	48	19	23	54	7	10	21	10	8	25
Mountain-Southwest.....	27	23	62	34	31	65	22	25	51	18	25	46
Pacific.....	25	32	67	27	33	67	40	42	68	42	44	73

1/ Comparable data not obtained for 1958.

2/ Excludes voluntary chains.

3/ Data for New York City, Chicago, and Los Angeles included in regional totals; February 1958 data revised.

Table 6.--Canned single-strength juices: Percentage of all retail food stores having specified products available, February 1958 and February 1959, and percentage of annual sales volume represented by stores stocking, February 1959 by store classification and location

Store classification and location	Orange			Grapefruit			Tomato			Prune		
	Stores stocking		Sales volume	Stores stocking		Sales volume	Stores stocking		Sales volume	Stores stocking		Sales volume
	represented			represented			represented			represented		
	1958	1959	1959	1958	1959	1959	1958	1959	1959	1958	1959	1959
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
U. S. total.....	93	93	97	87	90	98	94	96	99	81	83	96
Volume of store business annually:												
Under \$100,000.....	1/	92	93	1/	87	90	1/	94	95	1/	77	82
\$100,000-\$299,999.....	96	97	97	97	99	99	98	100	100	97	96	96
\$300,000-\$499,999.....	1/	97	97	1/	98	98	1/	99	99	1/	99	99
\$500,000-\$999,999.....	1/	98	99	1/	100	100	1/	100	100	1/	98	98
\$1,000,000 and over.....	1/	98	99	1/	100	100	1/	100	100	1/	100	100
Type of store management:												
National chains.....	100	100	100	100	99	99	100	100	100	100	100	100
Regional chains 2/.....	98	99	99	99	100	100	98	100	100	99	99	99
Independent groceries.....	93	93	96	86	89	96	94	96	98	80	82	93
Store location by region or city 3/:												
Northeast.....	94	96	99	90	96	99	95	95	99	88	91	98
North Central.....	92	93	97	89	88	97	95	97	99	86	85	96
South.....	92	91	96	78	86	96	92	96	98	66	71	91
Mountain-Southwest.....	95	91	95	96	91	97	97	93	98	83	85	97
Pacific.....	96	97	98	95	94	99	96	100	100	93	88	98
	Pineapple			Lemon--5-1/2 - 6 ounce cans			Lemon--other 4/			Lemon--total		
U. S. total.....	5/	86	97	26	29	52	42	52	82	56	64	89
Volume of store business annually:												
Under \$100,000.....	5/	82	86	1/	22	25	1/	40	46	1/	55	60
\$100,000-\$299,999.....	5/	97	97	41	41	41	65	78	78	83	87	87
\$300,000-\$499,999.....	5/	100	100	1/	46	47	1/	87	87	1/	93	94
\$500,000-\$999,999.....	5/	100	100	1/	62	64	1/	89	89	1/	95	95
\$1,000,000 and over.....	5/	99	99	1/	65	65	1/	93	93	1/	97	97
Type of store management:												
National chains.....	5/	99	99	63	60	65	97	85	86	100	90	92
Regional chains 2/.....	2/	99	99	66	56	61	80	93	95	92	96	98
Independent groceries.....	5/	85	95	23	27	43	39	49	72	53	62	82
Store location by region or city 3/:												
Northeast.....	5/	96	99	31	33	62	50	64	87	64	76	94
North Central.....	5/	87	97	24	21	35	60	64	88	70	71	91
South.....	5/	76	93	8	17	32	20	31	65	26	41	70
Mountain-Southwest.....	5/	88	97	34	38	63	35	49	76	57	66	89
Pacific.....	5/	89	98	72	76	87	41	52	80	84	87	96

1/ Comparable data not obtained for 1958.

2/ Excludes voluntary chains.

3/ Data for New York City, Chicago, and Los Angeles included in regional totals; February 1958 data revised.

4/ Includes glass containers.

5/ Data not obtained for 1958.

Table 7.--Canned single-strength ade, canned fruit and canned drinks: Percentage of all retail food stores having specified products available, February 1958 and February 1959, and percentage of annual sales volume represented by stores stocking, February 1959 by store classification and location

Store classification and location	Canned single-strength orangeade			Canned grapefruit sections			Canned pineapple-grapefruit drink 1/		
	Stores stocking		Sales volume represented	Stores stocking		Sales volume represented	Stores stocking		Sales volume represented
	1958	1959	1959	1958	1959	1959	1959	1959	1959
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	34	34	61	64	64	91	56	86	
Volume of store business annually:									
Under \$100,000.....	2/	25	29	2/	53	61	44	51	
\$100,000-\$299,999.....	54	50	50	90	89	88	86	86	
\$300,000-\$499,999.....	2/	59	59	2/	95	96	91	92	
\$500,000-\$999,999.....	2/	69	69	2/	99	99	91	91	
\$1,000,000 and over.....	2/	77	77	2/	99	99	98	98	
Type of store management:									
National chains.....	70	61	64	92	96	98	94	93	
Regional chains 3/.....	82	76	79	94	97	99	94	96	
Independent groceries.....	30	31	50	62	61	84	53	79	
Store location by region or city 4/:									
Northeast.....	27	32	62	83	82	96	67	88	
North Central.....	36	47	63	79	79	93	65	87	
South.....	33	19	44	31	36	79	36	78	
Mountain-Southwest.....	43	41	67	52	41	82	52	86	
Pacific.....	44	45	73	61	82	96	71	95	

1/ Data not obtained for 1958.

2/ Comparable data not obtained for 1958.

3/ Excludes voluntary chains.

4/ Data for New York City, Chicago, and Los Angeles included in regional totals; February 1958 data revised.

Table 8.--Fresh lemons and tangerines: Percentage of retail food stores having specified products available, for February 1958 and February 1959, and annual sales volume represented by stores stocking, February 1959, by store classification and location

Store classification and location	Fresh lemons						Fresh tangerines					
	All stores			Stores customarily handling fresh fruits			All stores			Stores customarily handling fresh fruits		
	Stores stocking	Sales volume represented		Stores stocking	Sales volume represented		Stores stocking	Sales volume represented		Stores stocking	Sales volume represented	
	1958	1959	1959	1958	1959	1959	1958	1959	1959	1958	1959	1959
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	79	74	93	91	92	97	22	25	39	26	31	41
Volume of store business annually:												
Under \$100,000.....	1/	66	71	1/	89	89	1/	19	21	1/	26	27
\$100,000-\$299,999.....	94	93	93	97	97	97	38	34	35	39	36	36
\$300,000-\$499,999.....	1/	96	96	1/	99	99	1/	40	39	1/	41	40
\$500,000-\$999,999.....	1/	98	98	1/	99	99	1/	56	55	1/	56	56
\$1,000,000 and over.....	1/	98	98	1/	98	99	1/	44	42	1/	44	43
Type of store management:												
National chains.....	100	98	98	100	98	98	48	24	26	48	24	26
Regional chains 2/.....	100	96	98	100	99	99	42	46	46	42	47	47
Independent groceries.....	78	72	88	90	91	96	20	23	39	24	30	43
Store location by region or city 3/:												
Northeast.....	78	74	92	93	96	99	35	25	37	43	32	40
North Central.....	83	76	92	89	83	94	17	22	26	19	24	26
South.....	70	64	88	86	93	96	13	24	44	18	34	48
Mountain-Southwest.....	86	83	97	95	98	99	11	29	50	13	35	52
Pacific.....	92	87	96	98	94	99	35	32	61	37	34	62

1/ Comparable data not obtained for 1958.

2/ Excludes voluntary chains.

3/ Data for New York City, Chicago, and Los Angeles included in regional totals; February 1958 data revised.

Table 9.--Percentage of retail food stores stocking fresh oranges, February 1958 and February 1959, and percentage of annual sales volume represented by stores stocking, February 1959 by State of origin, store classification and location

Store classification and location	All stores								
	Florida			California-Arizona			All fresh oranges 1/		
	Stores stocking	Sales volume represented		Stores stocking	Sales volume represented		Stores stocking	Sales volume represented	
	1958	1959	1959	1958	1959	1959	1958	1959	1959
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	50	49	65	49	50	76	85	79	95
Volume of store business annually:									
Under \$100,000.....	2/	43	46	2/	39	47	2/	72	78
\$100,000-\$299,999.....	59	60	60	69	73	73	96	95	95
\$300,000-\$499,999.....	2/	62	63	2/	78	78	2/	97	97
\$500,000-\$999,999.....	2/	69	70	2/	84	84	2/	99	99
\$1,000,000 and over.....	2/	73	73	2/	86	86	2/	99	99
Type of store management:									
National chains.....	79	79	79	90	87	89	100	100	100
Regional chains 3/.....	78	75	75	76	81	82	100	97	99
Independent groceries.....	48	47	55	47	47	69	83	77	91
Store location by region or city 4/:									
Northeast.....	64	65	90	60	53	81	82	77	93
North Central.....	46	54	73	71	74	91	92	86	96
South.....	70	56	84	3	12	21	76	68	91
Mountain-Southwest.....	7	8	19	63	54	86	91	84	97
Pacific.....	5/	4	4	90	90	97	90	93	98
Stores customarily handling fresh fruits and vegetables									
U. S. total.....	55	61	68	59	62	80	95	98	99
Volume of store business annually:									
Under \$100,000.....	2/	58	58	2/	53	59	2/	97	97
\$100,000-\$299,999.....	61	63	62	72	76	76	99	99	99
\$300,000-\$499,999.....	2/	64	65	2/	80	80	2/	100	100
\$500,000-\$999,999.....	2/	69	70	2/	84	84	2/	100	100
\$1,000,000 and over.....	2/	73	74	2/	86	87	2/	99	100
Type of store management:									
National chains.....	79	79	79	90	87	89	100	100	100
Regional chains 3/.....	78	77	76	77	83	83	100	100	100
Independent groceries.....	53	59	60	56	60	75	95	98	99
Store location by region or city 4/:									
Northeast.....	76	84	96	73	68	87	97	100	100
North Central.....	50	59	74	75	81	92	97	94	98
South.....	80	82	91	4	17	23	88	99	99
Mountain-Southwest.....	8	9	19	68	64	88	99	99	100
Pacific.....	5/	5	4	95	97	100	95	100	100

1/ Includes fruit unidentified as to origin.

2/ Comparable data not obtained for 1958.

3/ Excludes voluntary chains.

4/ Data for New York City, Chicago, and Los Angeles included in regional totals; February 1958 data revised.

5/ Insufficient data.

Table 10.--Percentage of retail food stores stocking fresh grapefruit, February 1958 and February 1959, and percentage of annual sales volume represented by stores stocking, February 1959 by State of origin, store classification and location

Store classification and location	All stores								
	Florida			California-Arizona			All fresh grapefruit 1/		
	Stores stocking		Sales volume:	Stores stocking		Sales volume:	Stores stocking		Sales volume:
			represented :			represented :			represented
	1958	1959	1959	1958	1959	1959	1958	1959	1959
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	47	46	67	14	12	21	70	61	87
Volume of store business annually:									
Under \$100,000.....	2/	37	43	2/	10	12	2/	51	58
\$100,000-\$299,999.....	64	64	63	16	17	17	93	84	84
\$300,000-\$499,999.....	2/	63	65	2/	23	23	2/	87	88
\$500,000-\$999,999.....	2/	70	71	2/	27	28	2/	94	95
\$1,000,000 and over.....	2/	78	78	2/	23	23	2/	96	96
Type of store management:									
National chains.....	82	78	79	26	21	21	100	96	96
Regional chains 3/.....	81	78	79	16	20	23	98	93	96
Independent groceries.....	44	43	56	13	12	21	68	58	78
Store location by region or city 4/:									
Northeast.....	63	63	89	10	6	9	71	66	91
North Central.....	55	58	79	13	10	8	83	71	89
South.....	47	39	76	3	3	9	53	44	81
Mountain-Southwest.....	12	10	19	12	17	24	72	48	68
Pacific.....	12	15	16	74	71	90	85	83	95
Stores customarily handling fresh fruits and vegetables									
U. S. total.....	55	56	70	16	15	22	82	75	91
Volume of store business annually:									
Under \$100,000.....	2/	50	54	2/	13	15	2/	68	73
\$100,000-\$299,999.....	67	67	66	16	18	18	96	88	88
\$300,000-\$499,999.....	2/	64	66	2/	24	23	2/	89	90
\$500,000-\$999,999.....	2/	70	71	2/	27	28	2/	94	96
\$1,000,000 and over.....	2/	78	78	2/	23	24	2/	96	97
Type of store management:									
National chains.....	82	78	79	26	21	21	100	96	96
Regional chains 3/.....	81	80	80	16	20	23	99	96	97
Independent groceries.....	52	54	61	16	15	22	81	73	85
Store location by region or city 4/:									
Northeast.....	77	81	96	12	7	10	88	86	97
North Central.....	59	64	81	11	11	9	87	78	91
South.....	58	56	83	4	5	10	67	65	88
Mountain-Southwest.....	14	11	20	13	20	25	82	57	70
Pacific.....	13	16	16	78	77	92	90	90	98

1/ Includes fruit unidentified as to origin.

2/ Comparable data not obtained for 1958.

3/ Excludes voluntary chains.

4/ Data for New York City, Chicago, and Los Angeles included in regional totals: February 1958 data revised.

TEMPERATURE READINGS OF FROZEN JUICE CABINETS IN U. S. RETAIL FOOD STORES

A survey of a representative sample of U. S. retail food stores in February 1959 showed a rather wide range in temperatures for frozen juice cabinet display space. Temperatures ranging from below 0° F., considered ideal for optimum quality maintenance, to 20° F. and over were found. Auditors, however, did find that a slight majority, 56 percent of stores with freezer cabinets, were maintaining cabinet temperatures of below 0° F. at the time of the survey (table 11).

Temperature levels of juice cabinets in the 15 percent of the Nation's stores without temperature indicators were not ascertained. About 80 percent of such stores were small, doing less than \$1 million annual volume of business. For stores doing over \$1,000,000 annual business, almost 10 percent did not have temperature indicators compared with 18 percent of stores under \$100,000.

For stores in which cabinet temperatures were read, larger stores (\$1 million and over in annual sales) were found to meet more nearly the "ideal" cabinet temperature level. Sixty-eight percent of the largest stores had cabinet temperatures below 0° F. compared with 56 percent of all stores and 52 percent of cabinet stores. Twenty-four percent of all stores had cabinet temperatures of 0.0° to 9.9° F., with 26 percent of the smallest stores in this range in comparison with 14 percent of the largest stores. Cabinet temperature readings of 10.0° to 19.9° F. were found in 16 percent of all stores and in 18 percent of the smallest and 15 percent of the largest. Temperatures higher than 19.9° F. were found in 4 percent of all stores.

Table 11.--Percentage of retail food stores with frozen juice cabinets having specified temperature readings and percentage of stores without cabinet temperature indicator by annual sales volume, February 1959

Store classification	Readings of cabinets with temperature indicator ^{1/}				Stores without cabinet temperature indicator
	Below 0° F.	0° F.-9.9° F.	10° F.-19.9° F.	20° F. and over	
	Percent	Percent	Percent	Percent	Percent
U. S. total.....	56	24	16	4	15
Volume of store business annually:					
Under \$100,000.....	52	26	18	4	18
\$100,000-\$299,999.....	62	23	11	4	13
\$300,000-\$499,999.....	60	22	16	2	6
\$500,000-\$999,999.....	61	22	16	1	3
\$1,000,000 and over.....	68	14	15	3	9

^{1/} Includes only stores with temperature indicators on cabinets, temperatures of cabinets without an indicator were not measured.